

# Discover Upland

Known as *The City of Gracious Living*, the City of Upland has ample opportunities to encourage business expansion. Its present strength as the up-and-coming retail hub of the Inland Empire is attracting new retailers and businesses from all sectors of the economy. Due to Upland's central location in Southern California and the City's innovative business assistance programs, the City fosters an economic climate that are both appealing and attracting to restaurants, retail, professional services, light industrial and manufacturing companies; everything from small start-ups to Fortune 500 companies. Now is the perfect time for you to **Discover Upland**.

Nestled along the foothills of the San Gabriel Mountains, Upland was founded in 1906 during Southern California's citrus era boom and in Upland, lemon was king. From those rural citrus roots, the City grew into a pleasant bedroom community and eventually blossoming into the urban metropolitan area it is today. Upland has many unique attributes such as boasting the only Madonna of the Trail monument in California, its very own stretch of America's famous Route 66, pristine historical neighborhoods that include turn of the century Victorians and Craftsman bungalows as well as an outstanding quality of life.

Upland is strategically located at the westernmost edge of San Bernardino County adjacent to Los Angeles County. This proximity to Los Angeles affords the City the moniker of Gateway to the Inland Empire. Upland is also conveniently accessible to transit via the I-10, I-15 and 210 highways, the Ontario International Airport and Metrolink's vast public transportation network.

As an ever-growing community, Upland is a unique mix of tradition and progress, offering retailers and business both a genuine historic downtown setting, and a modern high-end business environment. Upland's vision for future growth and development is progressive and the City is prime for expansion.



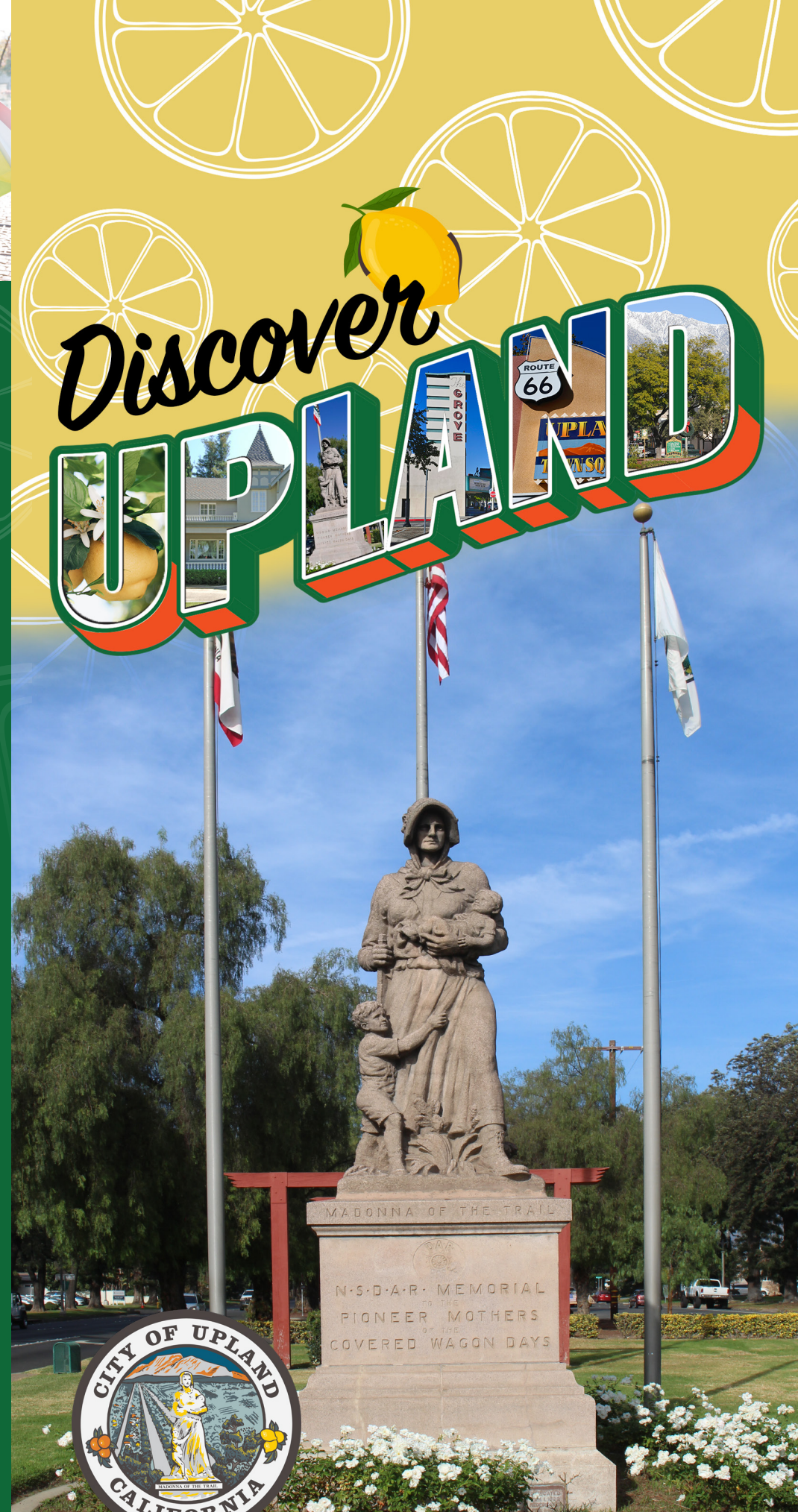
## The City of Gracious Living



**CITY OF UPLAND**  
Economic Development Division  
460 N. Euclid Avenue  
Upland, CA 91786

(909) 931-4146  
[www.uplandca.gov](http://www.uplandca.gov)

# Discover UPLAND







# It's Time You Discovered Upland

Spanning over 15.6 square miles of the Inland Empire, Upland is characterized by attractive neighborhoods, quality public schools, desirable housing and high quality shopping centers, all which contribute to the City's allure. Upland offers retailers an ideal customer base, with an average family household income of \$101,491 and a younger continually growing population.

Upland's diverse demographics solidify a strong basis for any new business expansion, such as restaurant, retail and entertainment or light industrial and manufacturing. This economic vitality offers significant opportunities to site selectors with Upland's residents spending over \$1 billion per year on retail goods and services. Retail leakage demonstrates a high demand for more quality retailers in Upland. Opportunity awaits, **Discover Upland**.

## Primary Trade Area Highlights

2021	City of Upland
Population	77,871
Households	27,266
Owner Occupied	53.8%
Average Household Income	\$101,491
Median Household Income	\$79,191
Bachelors/Advanced Degree	34.5%
Median Age	38
Average Home Value	\$623,869

## 2021 Consumer Spending

Segment	Per Household	Cumulative Market
Apparel	\$ 2,353	\$ 64 million
Entertainment/Recreation	\$ 2,088	\$ 93 million
Food Away from Home	\$ 4,202	\$ 115 million
Household Furnishings/Equipment	\$ 2,441	\$ 66 million
Personal Care Products & Services	\$ 983	\$ 26 million

Source: All data derived from: Esri Business Analyst



## Retail Demand

Despite thriving existing retail development, Upland is markedly underserved. The retail sales leakage for the City means there is room for more retail opportunity. The gap represents a \$140 million opportunity in retail trade, food and drink, furniture/home furnishings, electronics/appliances, health and personal care, and other non store retailers.

## Retail Sales Leakage (2017)

Segment	Gap	Leakage Factor*
Furniture/Home Furnishings	\$ 9.9 million	14.6
Electronics/Appliances	\$ 13.2 million	20.7
Health/Personal Care	\$ 18.9 million	15.0
Clothing/Accessories	\$ 45.5 million	42.3
Nonstore Retailers	\$ 20.1 million	45.1

\* The leakage factor is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus).

Source: All data derived from: Esri Business Analyst, 2017



## Historic Downtown Upland

Historic Downtown Upland is the proverbial heart of the City and offers a unique combination of entertainment, dining, distinctive shops and professional services. Downtown is surrounded by a well preserved historical commercial corridor, turn of the century residential neighborhoods and facilities that include the Cooper Regional History Museum and Carnegie Library.

Downtown Upland covers 210 acres of adjoining land and is the focus of mixed-use retail and additional up-and-coming high density residential developments which capitalize on the closeness to the Metrolink Upland Station. The Downtown has over 400 established businesses with another 11.3K square feet of retail inventory for lease. Combining Downtown's lease space availability, with the City's targeted business assistance grant programs, Downtown is becoming a great place to grow your businesses.

### Historic Downtown Upland features:

- Unique, quaint and diverse eateries and retail shops
- Easily accessible to transit via the I-10 highway
- Pedestrian friendly and adjacent to the Metrolink Upland Station
- Hosts the renowned annual Upland Lemon Festival and other community street fairs

## Route 66/Foothill Boulevard

Upland is home to 4 miles of Americana, the iconic Route 66. This classic retail corridor along Foothill Boulevard averages over 54,000 vehicle trips daily and is enhanced by street improvements, public art, and retro-characteristics. This distinguished section of Upland is continuously expanding and has over 108K square feet of available retail space for lease.

- Major anchor tenants along Foothill Boulevard include: Sprouts Farmers Market, Stater Bros. Market, Big Lots, Bowlero, Walmart, In-N-Out Burger, Planet Fitness, 24 Hour Fitness, Burlington, Ross Dress for Less, Starbucks, Mountain View Chevrolet and Lowe's Home Improvement
- A variety of footprints are available along Foothill Boulevard to suit your individual business' commercial needs

Upland welcomes you to the Inland Empire and is eager to assist in making your economic dreams grow. *Come, Discover Upland now*

